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# West Africa Trade Hub



*Scaling up AGOA Exports*



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Lagos, Nigeria  
June 10, 2009



# Trade & Investment Capacity

## AGOA Services

- 18 AGOA Resource Centers support national export strategy development & industry clusters to be competitive and grow exports—annual training.
- 4 Expanded ARCs in 2009: Benin, Burkina, Cameroon, Nigeria
- AGOA Export Toolkits; new web portal [www.agoatoolkit.com](http://www.agoatoolkit.com)



- Export Ready Companies identified through, ARCs, Export Readiness Questionnaires, site visits.
- Industry-specific Training: financial management, marketing, packaging, international standards, production management, regulatory requirements.
- Support to export industry associations and export promotion agencies.

# AGOA – In brief

- Most comprehensive US unilateral trade preference program.
- Includes over 6,400 products for duty-free and quota free treatment
  - 4600 of these products under the US Generalized System of Preferences (GSP)
  - 2000+ products now included under AGOA that are “import sensitive” under the GSP
- “AGOA III” extends legislation to 2015.
- Annual AGOA Forum – 4-6 August 2009 in Nairobi, Kenya

# Challenges to export under AGOA

- Every exporter under AGOA must study the cost of production to identify if the product s/he wants to exports is competitive
- Price, Quantity, Quality, Delivery
- For all exports, the exporter should meet the requirements of the local and US Customs, as well as the requirements of the buyer.

# **Key products exported to the U.S. by Nigeria**

- **400122 - Technically specified natural rubber (TSNR)**
- **230230 - Wheat bran, sharps and other residues, pelleted or not**
- **970600 - Antiques**
- **130120 - Gum arabic**
- **180100 - Cocoa beans, whole or broken, raw or roasted**
- **91010 - Ginger**

# Strategic plan for exporting: Principles

- ***The strategy must focus on a partnership with the private sector:*** The government must enter in partnership with the private sector to solve the constraints that limit the expansion of exports, and coordinate the activities of target sectors (AGOA Committee).
- ***The strategy should focus on the market:*** The production must respond to the regional and international market requirements. The phase should focus on priority sectors, with efforts to diversify.
- ***The strategy should be based on products that have a proven export potential***
  - ***shea and shea-based products,***
  - ***cashew,***
  - ***leather,***
  - ***home decor and accessories.***





Issue 18

May 2009

### Overweight trucks stopped as Niger implements rule

Hundreds of trucks are stopped at Matakond on the Niger-Burkina Faso border – and some have been stuck there for months. Niger authorities say they are overweight in violation of regional regulations on axle weight limits adopted by the Union Economique et Monetaire d'Ouest Afrique in 2005.



### Optimism reigns at cashew project launch

Industry stakeholders launched the \$45 million project to increase cashew farmer incomes, African processing capacity and a sustainable market, visiting the Mim Cashew processing facility for a close up look at the industry in action. "We're optimistic," said Lars Wallvik, one of the company's directors, echoing the overwhelming sentiment of the group as the project takes off.



### Certification can give companies an edge

Is getting certified a way for producers to thrive during the global recession? Certification is no panacea, but it does create market opportunities for companies.



### Lowering transport costs a big challenge

The high cost of moving goods along West Africa's roads, among the world's highest, could be lowered through private sector initiatives to eliminate or reduce key inefficiencies.



### What's Happening Around the Hub



Christian Dahm, the Trade Hub's African Cashew Alliance Secretariat manager, organized a trip for representatives of a major U.S. retailer to cashew processing sites in Nigeria, Ghana, Burkina Faso and Benin. The aim was to learn about the cashew value chain and evaluate the processing industry in West Africa. The team inspected processing technology, work and hygienic conditions, and discussed steps forward for building up processing capacity, export volumes and quality in the region. The Trade Hub team used the occasion to showcase Tema's port facilities and a cocoa processing plant in Ghana, pineapple drying in Benin as well as mango drying in Burkina Faso.

# Find out more

[www.watradehub.com](http://www.watradehub.com)

Subscribe to **Tradewinds**, monthly e-newsletter: [info@watradehub.com](mailto:info@watradehub.com)

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